

Boonville, Missouri



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

BUILDING
DESIGN GUIDELINES

OCTOBER 2010



PGAV**PLANNERS**

ACKNOWLEDGMENTS



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

DOWNTOWN REVITALIZATION AND ECONOMIC ASSISTANCE FOR
MISSOURI (DREAM) PROGRAM SPONSORS:



PLANNING CONSULTANT:

PGAVPLANNERS

BUILDING
DESIGN GUIDELINES



This page intentionally left blank

TABLE OF CONTENTS

1.0 INTRODUCTION	1	3.0 NEW CONSTRUCTION GUIDELINES	25
1.1 Historic Overview	1	4.0 RESIDENTIAL ISSUES	27
1.2 Intent of Guidelines	2	5.0 OTHER CONSIDERATIONS	29
1.3 Existing Context	3	5.1 Code Enforcement Improvements	29
1.4 Downtown Boonville Map.....	4	5.2 Outdoor Café Seating	30
2.0 REHABILITATION AND MAINTENANCE GUIDELINES FOR EXISTING BUILDINGS	5	5.3 Franchise Architecture.....	31
2.1 Differences Between Rehabilitation, Renovation, & Restoration	5	6.0 SUSTAINABLE DESIGN	33
2.2 The Benefits of Rehabilitating Buildings	6	6.1 Introduction	33
2.3 Building Zones	6	6.2 Fundamentals	34
2.4 Façade Elements	8	6.3 Elements	35
2.5 Rhythm	8	7.0 BUILDING DESIGN EXAMPLES	37
2.6 Alterations.....	9	7.1 200 Block of Main Street (East Elevation).....	38
2.7 Masonry.....	10	7.2 South 400 Block of Main Street (West Elevation).....	39
2.8 Windows.....	11	7.3 North 400 Block of Main Street (West Elevation)	40
2.9 Architectural Details.....	12	8.0 IMPLEMENTATION	41
2.10 Awnings and Canopies	13	8.1 Downtown Boonville Main Street Historic District	41
2.11 Building Entrances.....	14	8.2 Corridor Zoning District.....	42
2.12 Building Lighting	14	8.3 Example of Typical Design Standards	42
2.13 Business Signage.....	15	8.4 Next Steps	44
2.13.1 General Business Signage Design Issues ...	15	APPENDICES	45
2.13.2 Style and Location of Signs.....	16	Appendix A: The Secretary of the Interior’s Standards for Rehabilitation.....	47
2.13.3 Number and Area of Signs.....	18	Appendix B: Glossary.....	49
2.14 Color Guidelines.....	19		
2.15 Storefront Zone	20		
2.15.1 Main Entrance.....	20		
2.15.2 Display Windows.....	20		
2.15.3 Transom	21		
2.16 Upper Façade	21		
2.17 Rear Elevation	22		

This page intentionally left blank

1.0 INTRODUCTION

1.1 Historic Overview

Boonville is the county seat of Cooper County and is located in central Missouri along the south bank of the Missouri River. The City is about 20 miles west of Columbia, Missouri and has a current population of almost 9,000 people.

In the 1800's, Daniel Boone's sons discovered a salt lick on the north bank of the Missouri River in what is now present day Howard County. Realizing the value of the salt, Nathan and Daniel Morgan settled the "Boonslick" area. In 1810, Hannah Cole, a widow from Kentucky, settled on the south bank of the river with her nine children. Boonville was formally platted in 1817 and incorporated in 1839. The City owes much of its heritage to river trade, the Santa Fe Trail, and the railroad. The Civil War also dramatically changed Boonville. Due to its strategic location on the Missouri River, the City was sought after by both the Confederate and Union armies. Boonville saw two Civil War battles and two occupations as the dividing line between North and South in Missouri. Today, Boonville is proud to preserve and celebrate its colorful pioneer history. The Missouri River provides the setting for Downtown, and the City has over 400 properties listed on the National Register of Historic Places.

Downtown Boonville is located along Main Street and overlooks the Missouri River. Downtown is the center of government, being home to City Hall, the Cooper County Courthouse, and other local government offices. Downtown enjoys the attractions of the Katy Trail, Isle of Capri Casino and Hotel, Hotel Frederick, and the Katy Depot. Main Street is an active, well-traveled commercial corridor with retail, office, and service uses, and a few upper floor, loft-style residences. Most buildings are multi-story brick construction, and much of the surrounding area is comprised of large single-family historic homes.

In the 1950's, American lifestyles changed with the rise of highway construction and affordable automotive travel. Neighborhoods and commercial areas shifted away from the traditional downtown business district. Downtowns, while still the center of much community life, started to experience a loss of commercial viability. Consumers expected easy access and parking for their vehicles. New and modern design was preferred over traditional and old. As a result, by the mid 1970's many American downtowns suffered from a lack of investment and declining importance in the minds of residents. Although Downtown Boonville still has many of its businesses, many buildings demonstrate a lack of investment and maintenance. Therefore, an important issue for the City is the inspection and enforcement of codes and ordinances to reduce these building conditions before critical structural problems lead to collapses.



Hannah Cole Monument in
Downtown Boonville.



North Side Katy Bridge Approach in Boonville.

1.2 Intent of Guidelines

This document represents conceptual planning recommendations for the City of Boonville to consider regarding future policy and procedural decisions that affect Downtown buildings. These guidelines will help recapture the characteristics of existing buildings and guide new development. The concepts expressed are focused primarily on commercial buildings in the DREAM Study Area, although residential considerations are discussed briefly due to their potential impact on the properties in the commercial core.

The intent of these guidelines is to help preserve the architectural character and improve the visual appearance of Downtown Boonville. In America, downtowns have traditionally provided a sense of place and pride for city residents. Downtown was the business and civic center of a city. The architectural style, size, and materials of the downtown buildings often reflected the success and wealth of the community. In Boonville, this civic pride is evident in many buildings, such as the Cooper County Courthouse, Thespian Hall, and Hotel Frederick. The buildings in Downtown Boonville, along with the City's public streets, parks, and sidewalks, combine to create a lasting image in the mind of a visitor of the City's heritage and existing residents and businesses.

Downtown Boonville has many buildings with design merit, as well as some that lack architectural character. This report will also suggest methods of improvements for buildings which have lost their character. Restoration of buildings to the original design is not the goal of the guidelines, unless the building is on the National Register of Historic Places. The guidelines focus on improving the public façade and appearance of structures to help create a positive identity for Downtown. There are three types of structures which form the collective whole of Downtown: those that contribute, those that detract, and those that do neither. The objective is to maximize contributing elements and minimize detracting elements, creating a stronger and more attractive Downtown Boonville.

Specific Boonville buildings have been selected to demonstrate design standards in illustrations, along with notations of the building improvements. The blocks noted in this section were chosen by Boonville leaders after several meetings that included elected officials, City staff, Downtown businesses and property owners, residents, and the general public. The subject buildings are located on the east side of the 200 block and the west side of the 400 block of Main Street. The 200 block is a critical block immediately adjacent to the Cooper County Courthouse, and the 400 block includes a variety of buildings and conditions, including a property the City is acquiring.

The Boonville DREAM scope of services did not include a complete streetscape design task, as the existing streetscape has already been chosen by the community and streetscape improvements are in the process of being expanded and improved. However, this report will provide general guidance for future streetscape construction, maintenance, and other elements not directly related to Downtown's buildings.

Building design guidelines are a resource for local leaders to help improve the appearance and structural integrity of all Downtown buildings. The improved identity and appearance of Downtown Boonville will provide an incentive for more private redevelopment and interest. To successfully support revitalization, Downtown property owners, City staff, and other community organizations will need to make a long term commitment.

1.3 Existing Context

Downtown Boonville, Missouri, has a linear layout bordered by the Missouri River on the north. The Boonslick Bridge provides views of the Cooper County Courthouse, Isle of Capri Casino and the Hotel Frederick. Commercial buildings are primarily oriented toward Main Street, with some activity along the cross streets between 4th and 6th streets. The DREAM boundary is roughly inclusive of this area and extends south to Walnut Street. The primary access route into Downtown Boonville is Main Street / State Highway 5. The City is adjacent to Interstate 70 and has three exits along the highway, all of which carry the traveler to Main Street / State Highway 5; however the middle exit is the most direct route.

Main Street has a different feel on the southern end than near the river on the northern end. Many buildings nearer the river have retained their architecturally significant elements, however some were the subject of inappropriate alterations and most have maintenance issues. Many businesses are located in this area and there are few vacancies. Traffic along Main Street is brisk, which is a positive characteristic, but can also make crossing Main Street difficult. The southern approach to Downtown is more vehicular in nature with buildings set back farther from the street, larger lots with fewer storefronts, and more residential units. Traffic is just as brisk and the wide-open nature encourages faster travel. The City has installed attractive streetscape elements along Main Street, although some planters are in need of repair. The lighting, benches, and trash receptacles are of an appropriate and attractive style and the sidewalks are well-maintained. The street trees and attractive signage poles provide important vertical aspects to the Streetscape.

Many Downtown buildings have awnings or some type of canopy. Due to the facing of the Main Street buildings being east or west, the storefronts are in sunlight much of the day without these awnings or canopies. The Butternut Bread factory location on the east side of Main is an important employer, but the long expanse of brick wall presents a psychological barrier that discourages pedestrian traffic. Some building façades have been compromised by inattention to the upper floors, excessive signage, and inappropriate building materials. There are also some recent infill buildings, primarily in the southern area, that do not reflect any attempt to complement the historic nature of the older buildings. However, the City has constructed a new police station with complementary features located near the river.

The City has also formed a Historic Preservation Advisory Commission and a local historic district that includes Downtown and residential property along High Street. Although there are design guidelines in place to guide historic rehabilitation in these districts, they apply to residential property only. Many Downtown Boonville residential properties, like the commercial properties, are in need of maintenance and inspection. Several of the larger single-family homes have been divided into smaller apartments, and many are rehabilitations which utilized inappropriate windows, doors, and siding materials. In some locations, an outbuilding was allowed to be constructed on a lot and subsequently converted to a residence.

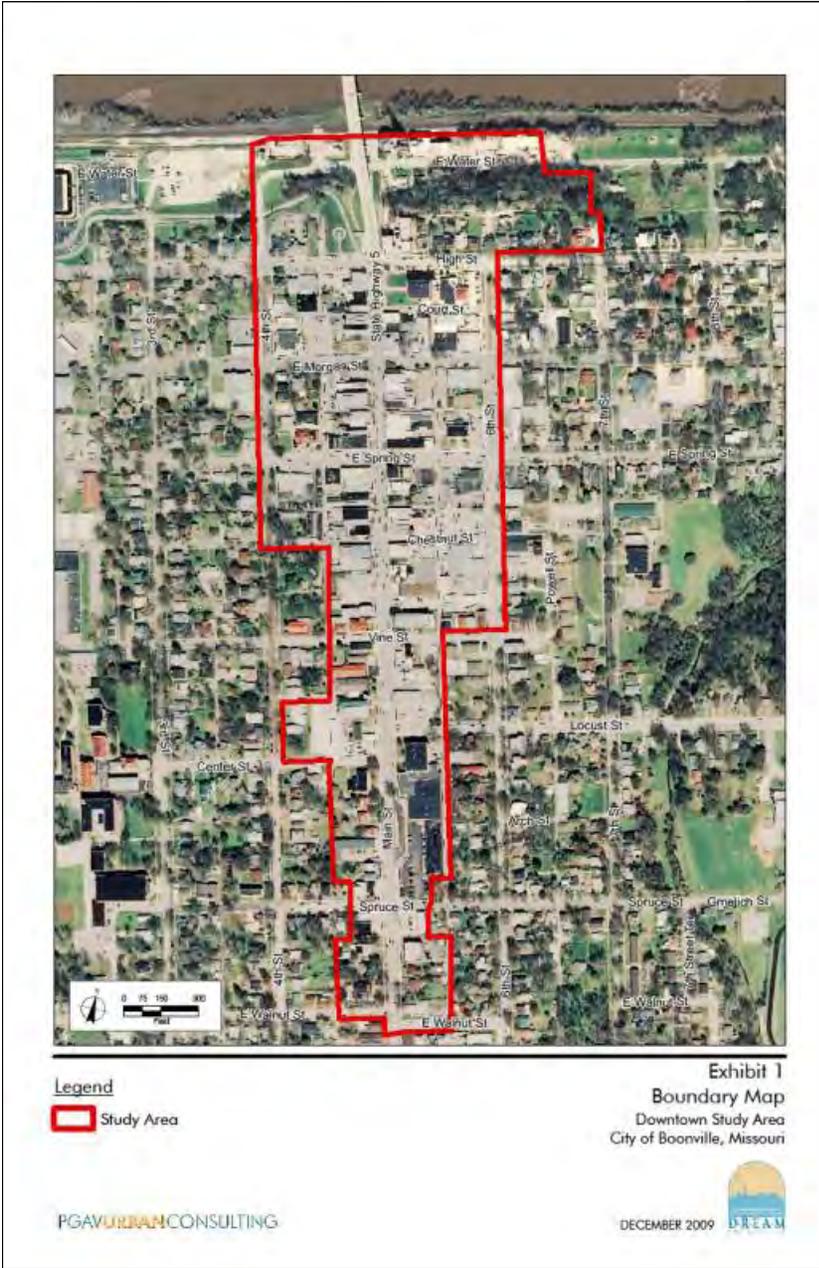
Downtown Boonville also has examples of good rehabilitation. The Chamber of Commerce building occupies the old depot and provides a stop along the Katy Trail. The Hotel Frederick, most of the High Street residential properties, and many Main Street buildings have seen significant investment. However, an important step in Downtown's revitalization is for City staff and Downtown leaders to develop effective policies and procedures to protect these and other important properties from deteriorating.



Buildings which contribute to the architectural character of Downtown Boonville.

1.4 Downtown Boonville Map

The map on this page depicts the DREAM Study Area in red outline.



2.0 REHABILITATION AND MAINTENANCE GUIDELINES FOR EXISTING BUILDINGS

Any original element or material that still exists on historic or non-historic Downtown buildings should be retained. These original elements provide historic value that cannot be replaced and are particularly important for storefronts. Prism glass in transom windows or a decorative wooden door with beveled glass are examples of original materials that should be retained.

Replacement of missing architectural elements should be based on accurate duplications of original features. When an entire detail must be reconstructed, the new material should match the original in design, color, texture, and other visual qualities. Where reconstruction of an element is impossible because of a lack of historical evidence, then a new design that relates to the building in general size, scale and material may be considered. Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be acceptable.

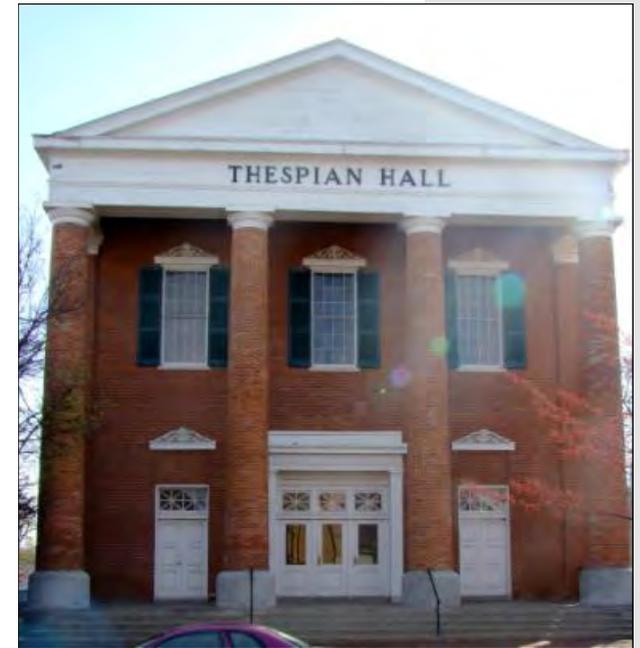
2.1 Differences Between Rehabilitation, Restoration, & Renovation

The Secretary of the Interior's Standards for Rehabilitation define *rehabilitation* as "The act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use, while preserving those portions or features of the property which are significant to its historical, architectural, and cultural values."

Rehabilitation is distinguished from *restoration*, which is defined as "The act or process of accurately recovering the forms and details of a property and its setting as it appeared at a particular period of time by means of removal of later work or by the replacement of missing earlier work."

In contrast to rehabilitation and restoration, *renovation* seeks to modernize a building. Little attention is paid to retaining historically significant architectural features. Renovation, by its very nature, destroys the historic integrity of a building. Once a building is renovated it may no longer be eligible for rehabilitation tax credits or listing on the National Register of Historic Places.

As property owners seek to invest in their buildings, they should seek professional guidance for rehabilitation or construction activities. The Secretary of the Interior's Standards for Rehabilitation and various Preservation Briefs are on the National Park Service website; www.nps.gov. Property owners interested in applying for historic tax credits should contact the Missouri State Historic Preservation Office; www.dnr.mo.gov/shpo/.



Historic Thespian Hall in Downtown Boonville.

2.2 The Benefits of Rehabilitating Buildings

The rehabilitation of buildings will provide several long-term benefits to the property owner and for the collective good of Downtown Boonville. Appropriate rehabilitation of an existing building adds value to the structure. Improvements to the façade and updates to mechanical, electrical, and plumbing systems are investments that help limit maintenance costs. Repairs also address codes and safety regulations and make the building more marketable. A well-maintained building displays a positive image of the occupant and owner and adds to Downtown's atmosphere.

The front façade of a building is the first image a customer or user often sees. The image needs to be positive so that a customer or user will want to enter the building. The rehabilitation of the front façade is vital for the business inside the building. A rehabilitation of a front façade in a scale and proportion which respects the original building and the user will be inviting and will create a high quality standard for other Downtown façades and storefronts.

Building façades, particularly the front façade, combine with public sidewalks and streets to create the outdoor living room of Downtown Boonville. This space is at the center of the community and should be alive with activities and events. As such, proper redevelopment and maintenance of all elements of this area is critical for Downtown revitalization success. This process takes time. This will be an ongoing effort that will evolve, pick-up speed, slow down, be applauded, and be criticized. The one constant should be the desire to adjust Downtown to an atmosphere that is attractive to Boonville residents and its visitors.

2.3 Building Zones

Improvements to buildings will be discussed in the context of three distinct zones; the **Storefront**, the **Upper Façade**, and the **Rear Elevation**. The storefront is the most critical element, as it provides the interface between the business and the pedestrian. Components of the storefront zone include upper façade elements, and a front building façade that has improvements that stop above the pedestrian level is incompletely rehabilitated. A storefront and some important upper front façade elements are depicted in the diagram on the following page.

The upper façade includes the side or rear of the building above the pedestrian level. It is important for a property owner to pay attention to this zone. This zone is discussed in Section 2.16 on Page 21. The rear elevation is also an important aspect of a building because it presents more opportunities to create a pleasing shopping atmosphere. Rear elevations are discussed in section 2.17 on page 22.

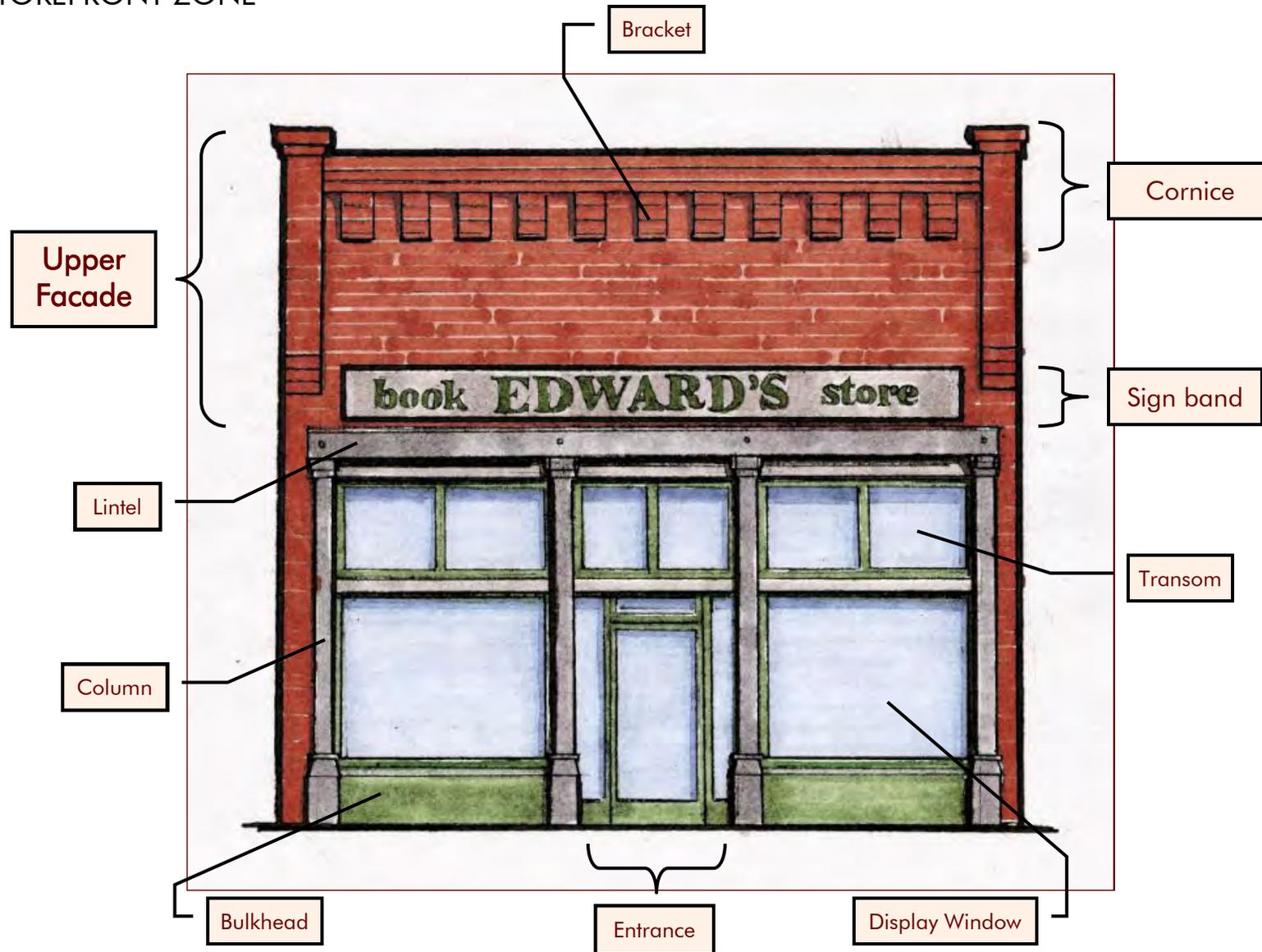


A rehabilitated front façade in Downtown Boonville.



Well designed & coordinated storefront. (St. Charles, Missouri)

STOREFRONT ZONE



2.4 Façade Elements

The various elements of a façade must be balanced. Appropriate massing, building and floor heights, proportions, roof lines, materials, and setbacks are critical considerations in new construction. Any future development should be encouraged to implement a design that contributes to the fabric of Downtown. Any future development should be encouraged to implement a design that complements existing Downtown buildings.

Other aspects such as architectural details, colors, and cornices are more important to the restoration of historic buildings, but can be used effectively in new construction as well. Developing a balance of all building elements can allow a building to be very individual in its character, but at the same time be a complementary thread woven into the overall fabric and feel of Downtown.

2.5 Rhythm

The defined rhythm of Downtown Boonville should be maintained along a street frontage by adhering to uniform lot widths, building widths, and window spacing. New infill buildings and structures should maintain the rhythm through proper repetition of details and orientation to the street. Additionally, vertical elements, entrances, lighting, and other street furnishings can also develop the rhythm of a specific block.



The elements on this rehabilitated front façade in Downtown Boonville help establish the rhythm along the street frontage.

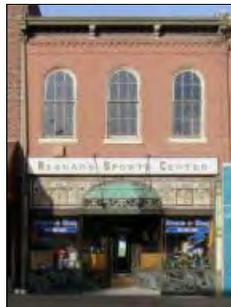
2.6 Alterations

Encourage removal of alterations or additions that disrupt the fabric of the Storefront Zone. It is possible that non-historic and new construction can complement the building fabric that has developed, therefore some alterations may not need to be removed. Decks, structures providing access for people with disabilities, and other “detachable” alterations can be used, but should be as unobtrusive as possible and located on the rear or sides of the building.

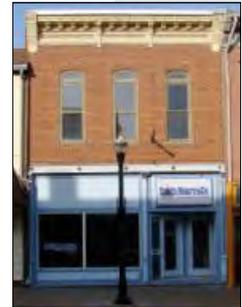
As a rule, any and all alterations or additions to the upper front façade should be removed. Alterations in this zone can significantly change the overall appearance of the building. Signage and lighting should be carefully considered, as these elements are generally restricted to the Storefront Zone. Avoid removing or altering any historic material or significant architectural features. Care should be taken during the removal process to avoid damage to original elements hidden behind the alterations. When disassembly of a historic element is necessary, use methods that minimize damage to the original materials.



Original design.



Minor alterations.



Storefront is lost.



Significant alterations.



2.7 Masonry

Masonry is typically the preferred façade material for Downtown. Most existing construction will utilize some masonry. In most instances metal and wood siding is not a suitable choice for Downtown building fabric. These types of siding provide harsh lines, stark contrast, and no relief or warmth to the buildings. If wood was the historic material, it may be restored. Effective recommendations related to the treatment of masonry façades include:

- Maintain the original color and texture of masonry walls. Materials such as stucco or paint should not be removed if this was the historic covering and only applied if it was the historic covering. If painted or stained masonry is going to be returned to its original state, a minimally intrusive removal process should be used.
- Clean masonry and mortar only when necessary to limit deterioration or to remove heavy soiling. Avoid techniques such as sandblasting, caustic chemical solutions, and high-pressure water blasting as they may erode the surface and accelerate deterioration.
- Masonry restoration, particularly on historic structures, should be done by professionals.
- Damaged bricks and stone should be repaired or replaced with similar color, texture, and style masonry products. Re-point masonry walls when there is evidence of disintegrating mortar, cracks in mortar joints, loose bricks, or moisture retention in the walls. New mortar should duplicate the old mortar in composition, bonding strength, profile, color, and texture. Do not use cement mortar in brick construction as it is too hard and will result in spalling and cracking of the softer bricks.
- Portland cement as a patch for masonry is unacceptable.
- If a historic façade has been covered with metal or wood siding it should be removed. Exposing the underlying brick masonry will help re-establish the character of the building and contribute to the visual continuity of the block. Metal cladding or siding can hide interesting details and may be easy to remove. If, after removing the covering material, portions of the original façade must be replaced, use a material similar to the original in color and texture.



Poorly repaired brickwork on a front façade in Downtown Boonville.



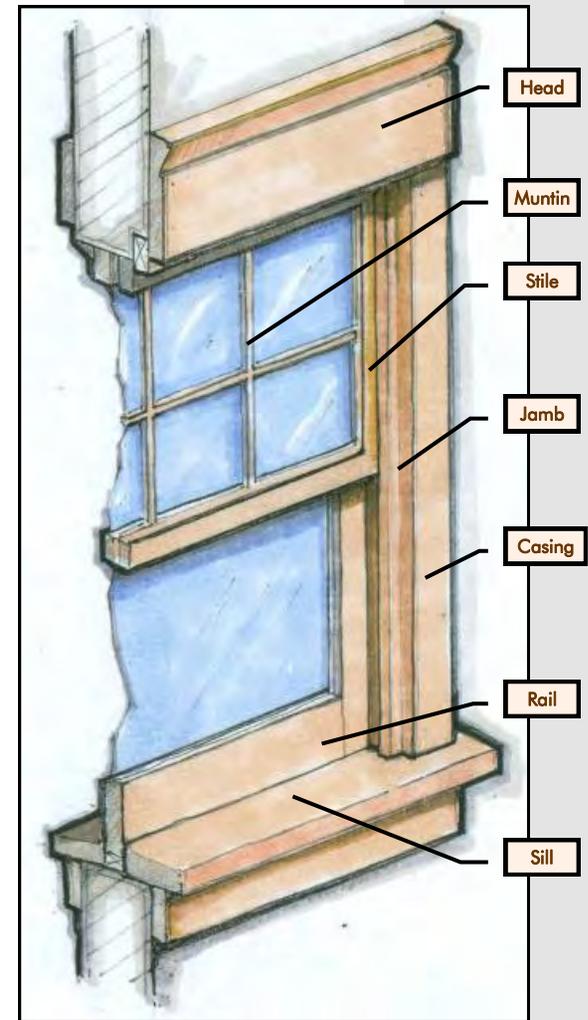
Maintenance of masonry façade.

- Regular maintenance of foundations is required to prevent structural and water damage. Any water-proofing methods for foundations should be applied beneath the finished grade or inside the structure.

2.8 Windows

Windows are a major feature of the building exterior and vary with each building style. Windows have a proportional relationship to the structure as a whole, and also have a decorative function. The shape and glazing pattern of windows on a building may be one of the principle characteristics in identifying its historic period and style. Thus, if original windows are removed and replaced with incompatible modern windows, the basic character of the building will be altered significantly. Recommendations for the treatment of windows include:

- The number, size, and locations of existing window openings should be retained. Do not block-in windows to reduce the size of the window opening or to fit stock window sizes. New window openings should not be added on elevations that can be viewed from a public right-of-way. Original windows should be restored to a serviceable condition when possible.
- Retain and repair window frames, sash, decorative glass, panes, sills, heads, hoodmolds, moldings, and any exterior shutters and blinds whenever possible, replacing only the missing or deteriorated part. Replacement window parts should duplicate the material and design of the original window. Reuse parts in their original configuration if disassembly is required.
- If duplication of the original window or window part is not technically or economically feasible, a simplified version of the original may be acceptable as long as it has the same size and proportion. Modern window types that are inappropriate include large picture windows, casements, and bow windows, unless they are original to the building.
- Do not install shutters on windows that did not originally have shutters. The shutter should measure the full height of the window and half its width, so as to cover the entire window when closed. Fasten shutters to the window frame and not the siding.
- Inappropriate modern window features such as plastic and metal awnings or fake, non-operable, synthetic shutters and blinds detract from the historic appearance of a building and should not be used.
- Storm windows should have wooden frames painted to blend with the trim and be installed on the interior, rather than exterior.



Typical window elements.

- Upper floor windows are typically vertically-oriented and uniformly spaced across the upper front building façade. Upper façade windows establish rhythm and are an important unifying feature of Downtown.
- Masonry infill, wood panels, or mismatched windows should be removed and replaced with appropriate materials.
- If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the window. Any windows covered by masonry infill, wood panels, or mismatched windows should be removed.
- Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be considered.
- Window shades or curtains in colors that coordinate with accent trim should be encouraged.



Shutters are encouraged on upper level windows. They should be proportioned so that if closed, they would completely cover the window.
(Washington, Missouri)

2.9 Architectural Details

The architectural details found on many Downtown Boonville buildings are signatures of the builders and designers and represent a connection to the past. In typical modern construction, such details would not be included. Restoration of details such as cornices, medallions, brackets, brick patterns, and ornamental glass is often foregone in renovation work, destroying or hiding any hint of the heritage of the building. Suggestions for treatment of details include:

- Replacement of missing architectural details should be based on accurate duplications of original features. In some cases, an entire element must be reconstructed. In the event that complete replacement is necessary, the new material should match the original in design, color, texture, and other visual qualities. Photographic evidence is a good source for design research.
- If the cornice is missing, a similar cornice of like size and scale should be installed. If no evidence exists as to form and detail, the reconstructed cornice should be as simple and non-intrusive as possible. A cornice is an important element of a building that leaves a very obvious absence if it is missing. If the cornice is intact, it should be repaired and maintained as required.
- Where architectural details have been removed, refer to historic photos for details to use as patterns for new designs. Where exact reconstruction of details is not feasible, consider developing a simplified interpretation of the original in which its major forms and lines are retained.



Building which preserves significant window features.
(Hannibal, Missouri)

2.10 Awnings and Canopies

Awnings used in the Storefront Zone provide shade for merchandise, shelter for pedestrians, and bring a colorful accent to the building front that can be changed frequently and without great expense. Canopies are more permanent structures built onto the front of the building and may include lighting for the sidewalk in front of the store. Upper window awnings provide shade and help establish rhythm along the street. The following suggestions enhance appropriate use of awnings and improve Downtown aesthetics:

- Mount the top edge of awnings to align with the top of the transom, or to align with the framing that separates the transom from the main display window. This will help strengthen the visual continuity of store fronts.
- Roll-up awnings were a common site on historic storefronts and can be used following a similar approach to the original application. If a roll-up awning is not operable, the awning should follow the shape of an operable awning.
- Awnings should be installed over the original storefront opening and not extend beyond.
- Awning colors should coordinate with the color scheme for the entire building and complement any overall color palette established for Downtown buildings. Awnings on upper windows should match the storefront awning in color and material.
- Awning signage or lettering should not be allowed where another flush-faced sign exists and may be limited to the vertical front flap of the storefront awning only; not the upper floor awnings. Signboards under the awning to assist pedestrians should be of a limited, uniform size and complement the awning and building.
- Awnings will wear and this aspect should be acknowledged as an operating cost of doing business which can be changed every few years for a fresh look.
- Aluminum, steel, and wood shingle awnings and canopies are typically not original building elements and tend to detract from the overall appeal of Downtown façades. These structures should be removed and the original building exposed and repaired.



Some existing awning and canopy conditions observed in Downtown Boonville.

2.11 Building Entrances

An entrance is an important feature that affects all building tenants and beckons the visitor. The primary building entrance should be obvious, but side and rear entrances should also be well-defined and attractive. Easily identified entrances assist in wayfinding for pedestrians and motorists. Suggestions for enhancing entrances include:

- Recessed entries allow customers an outlet from the pedestrian pathway on the sidewalk as they are invited into a store. Maintain recessed entries where they exist. These areas provide protection from the weather, and the repeated rhythm of shaded areas along the street helps to identify business entrances.
- If the original recessed main entry has been removed, consider establishing a new one in the same location.
- Side and rear entries should be visible from nearby parking areas and have a clear, well-lighted pathway for access.
- At least one public entrance is required to be compliant with the Americans with Disabilities Act Accessibility Guidelines; however, this can be a side or rear entry.
- Use doors with large panes of glass where feasible, these will improve the visibility of the business to outside viewers. Avoid doors that are flush with the sidewalk, and consider using an accent color on the door.
- If there is only one business on the ground floor of a building, center business signage over the main entrance, not off to either side.

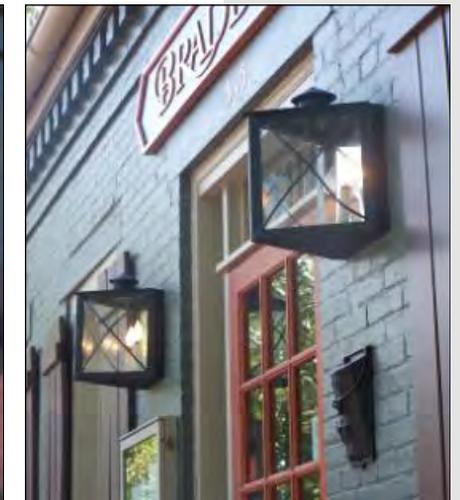
2.12 Building Lighting

Buildings should be interesting to view at night, as well as by day, and creates a positive impression about Downtown. Suggestions to help enhance the attractiveness and safety of Downtown Boonville building lighting include:

- Use lighting as a design element to draw attention to the overall building. Emphasizing architecture in the Upper Façade and Rear Elevation zones can provide attractive highlights.



Some existing entrance conditions observed in Downtown Boonville.



Use lighting to highlight building, signage & entrances. (Examples in photos from St. Charles, Missouri)

- Warm-colored lighting of the storefront should accent the entrance, flush-mounted signage, and any architectural elements, as well as provide light for safety and security.
- Light fixtures should be of a simple and non-intrusive design in a style that matches the period of the building. Neon lights and cool fluorescent lights should not be used. Sign lighting should be balanced in color and intensity, with light in display windows.
- Lighting on rear façades should be similar to the lighting on the front of the building and provide illumination at the entry door and along the pedestrian path from the parking area.
- Encourage lighting that incorporates sustainable design concepts as noted in section 6.0 on page 33.

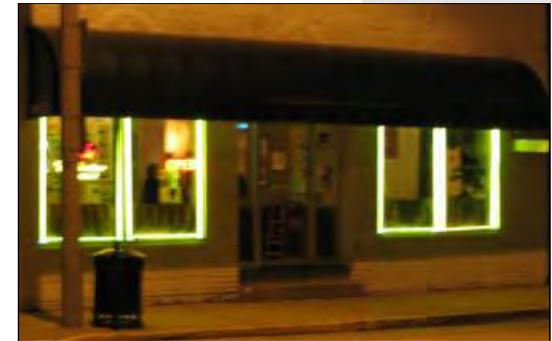
2.13 Business Signage

For a successful business environment, each shop must have its own identity while at the same time maintaining the continuity of the district. Effective signage identifies the business without detracting from the architecture of the building and distracting the pedestrian. Sign types and their locations should be kept simple and consistent for ease of public awareness. Signage should be restricted to the Storefront or Rear Elevation zones, and not the upper floors of a building.

Business signage in Downtown Boonville is somewhat haphazard. Loose City codes and regulations have allowed many conflicting and cluttered sign installations. The following guidelines will help enhance this aspect of Downtown Boonville:

2.13.1 General Business Signage Design Issues:

- A business sign should be a part of the building design and not hide architectural features or details. Encourage flush mounted signs that fit within the outer edges of the building front and in the sign band. This type of signage helps to reinforce horizontal lines along the street.
- The size of the sign should be of an appropriate scale for the building and street. Large signs are not needed because downtown signage is oriented to the pedestrian, not the motorist.
- In general, for all signs, the material and color of the sign should complement other building and façade materials. Clashing colors and too many types of materials can cause visual distress in the viewer or customer. Well thought-out and professionally designed signs are best and, often, simpler is better.
- Select high quality materials as signs are exposed to extreme weather conditions. Good craftsmanship will pay off in longer service for a sign and conveys a stronger image to the public. A deteriorating sign presents a poor image to customers.



Inappropriate style of lighting. (Example from Columbia, Illinois)



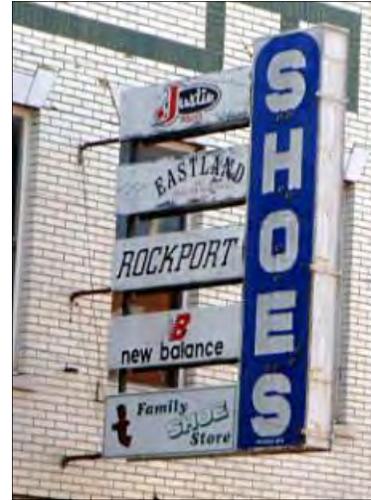
Some existing signage conditions observed in Downtown Boonville.

- Encourage the use of custom sign designs to reinforce the downtown business as unique. Mass-produced signs, such as rectangular plastic panels with internal lighting, fail to make a lasting impression in a customer's mind.
- Illuminate signs in such a way as to enhance the overall composition of the façade. External lighting cast from period style, non-intrusive fixtures is preferable to internal sign lighting.
- The message of the sign should be simple and easy to understand. The name and type of business should be sufficient. A logo or symbol of the type of business could substitute for a "type of business" message.
- Rooftop, blade, pole, neon, electronic message boards, flashing or otherwise moving or animated signs, signs playing music or sounds, and billboard signage should not be allowed if possible; and severely restricted if allowed.
- Abandoned signs should be removed.
- Place signs near the business entrance to guide a customer's eyes to the door.
- Where several businesses share a building, encourage coordination of signs by aligning smaller signs or grouping them into a single directory panel with similar forms or backgrounds that tie together visually and make each sign easier to read.

2.13.2 Style and Location of Signs:

Projecting Signs: Encourage projecting wall signs that give the business name, logo, or image of the product sold, such as a watch for a jeweler or a drug company logo. Signs of this style should have the following characteristics:

- Material: Unframed painted wood or metal panels hung from painted wall brackets. Wood signs with carved or sandblasted designs that are painted are also appropriate.



Some existing signage conditions observed in Downtown Boonville. (Excessive branding signage at top left, exposed wiring at top right, an unsophisticated sign style that is inconsistent with the brand of a winery at bottom.)

- Lighting: Non-illuminated or externally illuminated with spotlights is the preferred lighting style.
- Location: Bottom of sign should be no lower than 8'-0" above the sidewalk and the top below the building parapet or the second floor windows. Locate projecting signs along the first floor level of the front façade.
- Message: The use of symbols instead of text on projecting signs can be easily identified and remembered by the customer.

Wall Signs: These signs are painted on the brick wall or a panel above the storefront windows or on the side façade. The old faded signs painted directly on the brick are commonly called "ghost signs" and should be preserved as historical building elements. Wall signs should have the following characteristics:

- Material: Painted directly on the building brick or on wood or metal panels. The signs painted on brick typically had white lettering on black backgrounds unless they advertised a product, such as Coca-Cola or Wrigley's, which were multi-colored.
- Lighting: Natural light or externally illuminated with spotlights.
- Location: Many of these signs were located in recessed brick panels above the storefront windows. Research historic photos to determine the locations of original signs that may still exist beneath paint and metal or wood panels. Wall signs should not be located above the building parapet.

Window Signs: Painted or foiled lettering on the storefront display window glass, often advertised a doctor, dentist or attorney. This type of signage should have the following characteristics:

- Material: Professionally applied painted lettering or gold or silver foil lettering. Vinyl lettering applications should be limited to temporary uses or avoided completely.
- Lighting: Natural lighting or the inside lights of the building are sufficient.
- Location: On the glass of the entry door or the display window at eye level. These signs are fairly simple and should not dominate



Good example of a projecting sign in Downtown Boonville.



Good example of a painted brick wall sign in Downtown Boonville.



Good example of a painted display window sign in Downtown Boonville.

the window. The view of the merchandise inside should be unobstructed. Window signs are also appropriate in second floor windows to identify second floor businesses.

Awning and Canopy Signs: Lettering on awnings or canopies should only be used where there is no other flush-mounted sign; however a simple symbol or logo on an awning can help identify the business type. These signs should also have the following characteristics:

- Material: Lettering silk-screened on awning fabric or painted on wood or metal panels.
- Location: Six to eight inch high lettering on the front valance of a fabric awning or a hung sign panel. These panels should be a maximum of twelve inches high.

Sidewalk signage: Symbolic signage, such as barber poles, were often set on the sidewalk to attract customers. Sidewalk placards were also used to advertise merchandise or daily specials. These types of signs can still play an important role in business advertising, however, sidewalk signs should have the following characteristics:

- Material: Painted wood or metal. Merchants should avoid stock displays that also advertise the names of products such as beverages. A well-maintained, high quality sign is important.
- Lighting: Natural illumination. Do not internally illuminate.
- Location: This signage should be located at the edge of the sidewalk or building face. Maintenance of the sidewalk thoroughfare is important, and these signs should not obstruct any pedestrians. If the right-of-way isn't larger enough, this signage should not be used. Most signs of this type should be portable so that they can be taken inside at night or during special activities, such as parades.



Sidewalk sign in Downtown Boonville.

2.13.3 Number and Area of Signs:

Principal Business Signs: Signs to identify the name and nature of the business should be the primary type of signage and restricted to two per building storefront. This signage may be any combination of the types of signs discussed above.

Auxiliary Signs: Additionally, each business could have a sign stating hours of business and an "open" sign. These should be limited to two square feet each. Other indoor directional signage and brand information should not be placed as to essentially be another outdoor sign.

Side Street Directories: The side walls of corner buildings can be used for wayfinding to parking, churches, and other attractions. These signs should be of uniform size and design. A suggested sign panel size would be 12 inches high by 48 inches long with 6 inch high lettering.



Good example of an attractive flush-mounted principal sign with external lighting in Washington, Missouri.

Sign Area: The aggregate area of all signs should not exceed 100 square feet, except buildings with front wall area of 1,000 square feet or more, where the aggregate sign area should not exceed approximately 10% of the front wall area.

Lettering Size: The size of lettering or any sign type should not exceed 12 inches high, except for the first letter of each word, which should not exceed 18 inches high.

Lettering Style: Because the historic signs spanned a long time period, a variety of lettering styles existed together. Lettering style for new signs could be either simple block letters or more elaborate lettering styles. Each business should express their individuality in their sign design.

2.14 Color Guidelines

Color can enhance the details and patterns of façades. The most effective and economical schemes often start with the natural colors of the building materials themselves as a base, such as the red of many brick buildings. The following color techniques should be encouraged in Downtown Boonville:

- Use only one base color for the majority of the background wall surface, but use a different color for accents. Do not paint a building entirely one color.
- Base colors should be muted earth tones or pastels.
- Look for “built-in” features of the façade that can be highlighted with an accent color.
- Window frames, sills, moldings, and cornices are potential elements to highlight with an accent color.
- Use bright colors only in small amounts. Place them at the first floor level to direct the customer’s eyes to the business.
- Consider accent colors for signs, awnings, and entrance doors.
- Earth tones and darker pastels will hold their color well. Encourage building owners in areas with bright sunlight to consider color stability when choosing colors for their building.

The City may wish to implement an approval process through the existing building code or Downtown zoning classification for various color schemes for buildings. Boonville has many buildings on the National Register of Historic Places, and the Downtown Historic District design guidelines may also be an opportunity to regulate building colors.



A temporary sign observed in Downtown Boonville.



A sign installation with several design issues observed in Downtown Boonville.

2.15 Storefront Zone (see page 7 for components)

By applying the design guidelines indicated in this report to the storefront zone elements, the overall image or face of the building and business presented to the public is improved. Generally, all architectural details, spandrel panels, and intricate brickwork should be restored and maintained, and in some cases, accented. Suggestions for treatment of primary storefront aspects include:

2.15.1 Main Entrance:

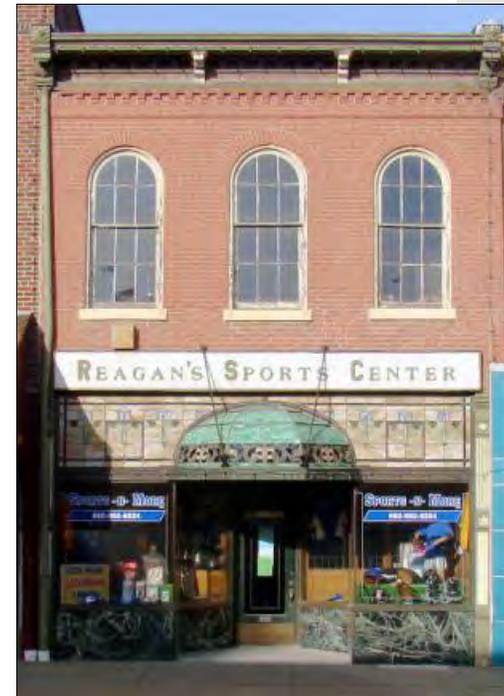
- As noted, the main entrance door should be recessed to emphasize the entry, provide a bit of shelter, and remove the entry door from the path of pedestrians on the sidewalk. A recessed entry, combined with display windows, can create a unique presentation area for products. Recessed entries should be creatively lighted during the evening hours.
- The main entrance door should provide a view into the building and a sense of openness. Solid doors should be avoided, as well as clutter in the form of too many flyers and signs.
- Several main entrances in Boonville have doors installed with no window glass. While this may be appropriate for a side or rear entrance, doors that face the front of the building should maintain the original style of window.
- Lintels and columns help frame the main entrance and should be restored and well-maintained. Often these features are hidden behind an inappropriate façade covering, and exposing them enhances the building greatly.

2.15.2 Display Windows:

- Preserve the large panes of glass of the original display windows and reestablish these windows if they have been removed. These transparent surfaces are important to allow light into the store and pedestrians to see goods and activities inside.
- The bulkhead serves as the base for display windows and should be preserved and kept in good condition to protect the window. Additionally, storage can be constructed that is accessible from the interior, under the display area and behind the bulkhead.
- Numerous storefronts in Boonville have a leftover gas line hookup in the front of the building. These abandoned utility features should be removed.



Good example of painted areas complementing building material colors in Washington, Missouri.



A well-maintained original façade observed in Downtown Boonville.

- Framing of the windows should be of a material similar to the original framing, or of a material complementary to the historic profile.
- Clear insulated glass with 'Low-E' coating is a good choice for replacement storefront windows. Tinted or reflective glass and interior reflective films should not be used.

2.15.3 Transom:

- This band above the entrance door and display windows was typically made of glass panels and usually aligned at the same height in a block. Maintaining this line will help reinforce a sense of visual continuity and order for the street.
- Covering transoms and concealing the original moldings and frame proportions weakens the impact of the storefront. If the interior ceiling has been lowered, move the dropped ceiling back to maintain the historical dimension of the window.
- Transom window glass may be decorative or of a different glazing than the display window glass, but it should also complement the display windows.
- Some transoms originally had hinged panels to allow natural ventilation. Restore these transoms to working order where feasible and use them in combination with ceiling fans to efficiently improve comfort levels when full air-conditioning is not as necessary.
- Window air conditioning units should never be installed in a front façade; limit these units to rear elevations if possible.

2.16 Upper Façade

The upper façade zone is often neglected, but the elements in this zone should adhere to the same guidelines as previously noted. The impression of a building and business is formed by the overall image of the property. Customers notice the condition of the upper façade, even though they may never set foot in the upper floors. The upper façade, particularly the front, is an integral part of the building that can contain much architectural detail and style. Elements such as windows, brackets, cornices, and other details can help showcase the buildings character and have been addressed in earlier sections. In addition to those guidelines, Downtown Boonville has an issue with several buildings displaying open, empty upper windows. These property owners should be encouraged to install simple interior window treatments that will lessen the unsafe and vacant feeling these windows present.



An unused gas utility installation found in front of many Downtown Boonville storefronts.



An intricate, well-restored, and fully-functional transom observed in Downtown Boonville.

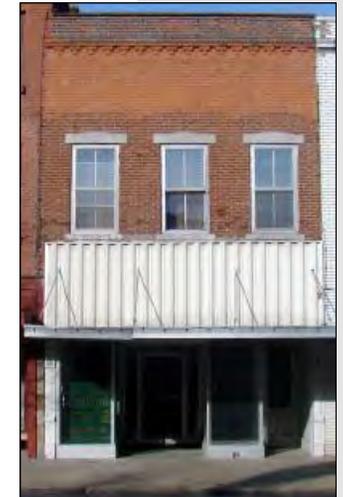
2.17 Rear Elevation

The rear elevation includes a façade that typically faces an alley and provides access for deliveries and pick-up. In some cases, customer parking is provided behind a building and entry to the business through the rear elevation is desirable. Attention to the appearance of the rear elevation can be extremely important to the quality of the customers' shopping experience. The building and business image can likely be improved here, while accommodating service functions. In addition to previously mentioned guidelines for upper rear façade elements and entrances, suggestions for other rear elevation elements include:

- A customer entry through the rear door creates an access no longer just for service, and as such, should project a sense of openness and welcome. Customers might also feel a loyalty or sense of "special access" by using this entry, and the business can build on this loyalty to improve that shopping experience. If a rear entry is to be developed, improvements such as a new door with a large area of glass or an awning or canopy may be considered.
- Although located at the rear of the building, elements such as gutters and downspouts, electrical service boxes, conduits, fencing, and screens should be in good repair.
- Rear fixtures such as signage, fencing, lighting, and awnings should use materials and colors that coordinate with the front façade so customers will learn to recognize that any rear entrances are related to the same business. Chain-link should not be a permitted fencing material in Downtown.
- Rear exit stairs, elevators, and accompanying parking lots can greatly enhance the marketability of upper floor space, whether for residential or commercial use.
- Trash containers should be placed in an enclosure or behind a screen that harmonizes with the surrounding buildings in scale and color. Wood, masonry, lattice, or hedges can all be effective screening methods. Landscaping can also screen ground-level air-conditioning condensers and utility transformers. Encourage using a color scheme on all screening that complements the colors of the rest of the building.
- Encourage ancillary structures to match the surrounding buildings in style and scale. Color schemes should again be complementary to the main building. Ancillary structures should not be used as residential units.



Intricate upper façade with ornamental cornice in Neosho, Missouri.



The open upper windows of these Boonville buildings create a vacant feeling in Downtown.

- Often a rear elevation is neglected in maintenance, but severe deterioration of this side of the building can be disastrous. Historic buildings may require extra care and maintenance, and this extra attention should apply to all areas of the structure. The City of Boonville should encourage proper maintenance of all elements of a building through firm and fair code enforcement.
- A restaurant location can take advantage of a rear elevation and parking area by identifying a section for an outdoor café. While outdoor seating is typically located in the front or side of a building, the rear elevation can also accommodate this vibrant aspect of Downtown. Such seating should provide shelter, trash receptacles, and durable weatherproof furnishings. Umbrellas and colors should complement the building and business colors, and the entire area must be properly maintained.



An example of an inviting, well landscaped rear façade in St. Charles, Missouri.



Good example of a well maintained rear façade in St. Charles, Missouri.



Good example of screened trash containers in Hannibal, Missouri.

This page intentionally left blank

3.0 NEW CONSTRUCTION GUIDELINES

The construction of any new structure within areas of historic construction is of great importance because it must be compatible with existing buildings and harmonize with the visual characteristics of the neighborhood. Although Boonville does not have many vacant lots in Downtown, it is imperative the City of Boonville develop codes and ordinances to help guide such construction, beginning with the design phase.

The following guidelines for new construction cover additions to existing buildings as well as entirely new infill buildings. These guidelines are not intended to dictate particular architectural styles or features. They are intended to identify a range of design options that will encourage new development that is harmonious with the character of Downtown. The important elements to consider in new construction are scale, design quality, and relationship to neighboring buildings, rather than the degree to which new construction imitates a historic style or period. Designs for new construction can be evaluated in terms of massing, rhythm and directional emphasis, materials, and building elements.

Massing and rhythm are defined by the relationship of buildings to open space along the street, the relationship of solids to voids on building façades, and the relationship of entrances and porch projections to the street. The directional emphasis (whether vertical or horizontal in character) of new construction should relate to that of neighboring buildings. The defined rhythm of Downtown Boonville should be maintained along a street frontage by adhering to uniform lot widths, building widths, and window spacing. Materials used and building elements speak to the style of the building and should be complementary of neighboring properties. While new buildings can be inspired by past design, creating a false past should be avoided.

Some general guidelines for designing new Downtown commercial buildings include:

- Designs should be considerate of traditional storefront elements described in these guidelines or on nearby historic buildings that contribute to the fabric of Downtown. Often a simple design is best, using three basic elements: a unified paint and color scheme, an awning, and non-intrusive signage.
- Properly orient the building to the street and carefully consider the relationship to nearby buildings.
- Emphasize horizontal features that can align with other buildings to maintain the rhythm of the block. Vertical elements, entrances, lighting and other street furnishings can also develop the rhythm of a specific block. Include architectural details, properly repeated, to help establish rhythm as well.



This page intentionally left blank

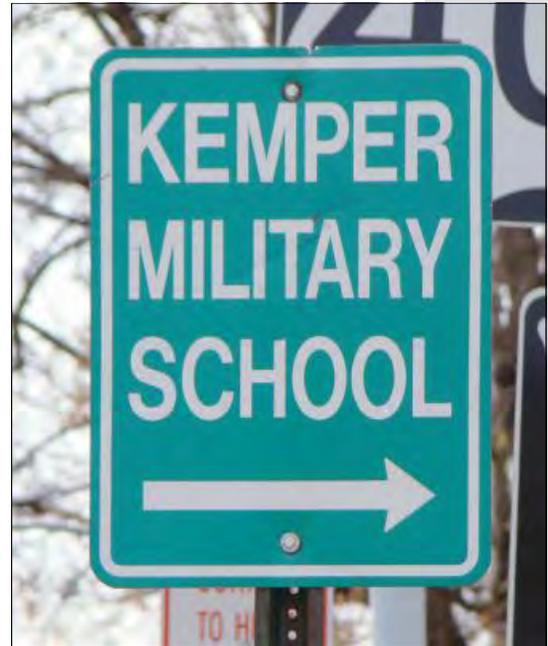
4.0 RESIDENTIAL ISSUES

Downtown Boonville is surrounded by a variety of housing. Much of this housing is single-family, but a significant amount of these properties have been converted to multi-family units which are often low quality housing. The condition of the housing market is beginning to show signs of deferred maintenance and, in some cases, severe deterioration.

The presence of the, now closed, Kemper Military School created a “University” neighborhood-type feel to the Boonville housing market. Some Downtown commercial properties and large single-family homes had been converted to housing to meet the demands of Kemper. While the conversion of upper floors of commercial buildings is helpful for the Downtown retail market, low quality apartments and the conversion of large single-family homes to rental units is typically detrimental. Owners and renters of these units tend to let property deteriorate, more so than owner occupied housing.

Although these design guidelines focus on Downtown commercial buildings, the existing housing conditions cannot go overlooked. Specific recommendations for housing are discussed in the DREAM Residential Demand Analysis. The primary recommendations that these design guidelines echo, include:

- The City of Boonville should more firmly enforce City maintenance and building codes, ensuring that property owners maintain safe structures. This will require concerted effort and expense; but firm and fair enforcement will raise property values throughout the City, save many structures, and encourage new private investment.



Signs for Kemper are still posted in Downtown Boonville, although the School has been closed since 1996.



Existing housing conditions observed in Downtown Boonville.



A metal covering concealed the true condition of this building until it collapsed in Sedalia, Missouri.

- The City should review its zoning code and determine if the conversion of large single-family homes to multiple-family housing is excessive or being encouraged. Implementing zoning measures to prevent this type of residential conversion will maintain the integrity of these stately properties and may increase demand for other properties and housing types in Downtown.
- The City should also develop and Implement rental inspections and an occupancy permit ordinance. The City will be ensuring properties are undergoing important structural repairs and not just being hidden and ignored. Such a program does not require that every residence be inspected every year, but a cyclical program can be established, and proper follow-up regarding violations needs to occur.



Existing housing conditions observed in Downtown Boonville.

5.0 OTHER CONSIDERATIONS

Items such as bicycle racks, flower plantings, benches, and banners are typically streetscape improvements installed by the City in the public right-of-way. Boonville has implemented these amenities and is updating aspects of the streetscape and expanding these amenities along side streets. The streetscape design is attractive and coordinated in terms of materials and colors to accent Downtown's environment. Other Downtown Boonville design considerations include overall code enforcement improvements, outdoor café seating, and franchise architecture.

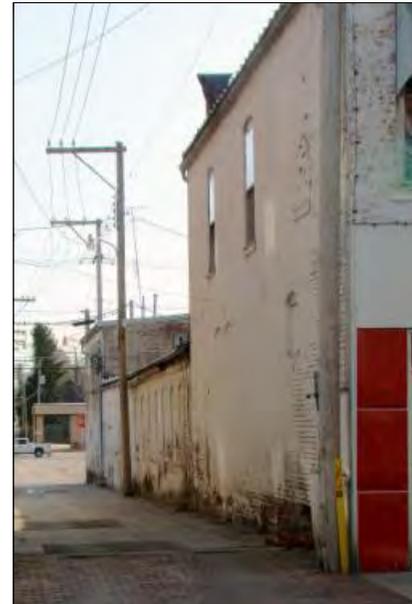
5.1 Code Enforcement Improvements

Downtown Boonville benefits from a very active local DREAM Committee. The committee has initiated efforts to coordinate with the City, Chamber, and Tourism group to address issues such as code enforcement. The City has agreed to concentrate on specific code violations over the next few years and to track the resolution of those violations. Some specific recommendations regarding code enforcement include:

- The City is working with the DREAM Committee to prioritize Downtown code enforcement issues to help bring buildings back into compliance after years of deferred maintenance. Initially the effort will focus on broken windows, unsafe awnings, structural deficiencies, and alleyways. The City should continue to monitor these and other violations, expanding the focus in future years to eventually include aspects such as masonry, signage, paint condition, roofing, and utility systems.
- However, it is important that the City properly inspect and monitor buildings with violations. Existing procedures do not allow for any follow up, and violations persist from year to year. A procedure to track violations, monitor the property owners' progress, and provide available status updates to the City Council should be implemented.
- If the City were to implement an incentive program for façade work, one of the criteria for funding should be that the building



Existing Downtown Boonville streetscape elements.



The City should address maintenance issues before they get severe, as is the case with these Downtown Boonville properties.

passes a City inspection and is properly maintained throughout the term of the incentive. An example would be if a revolving loan fund for façade restoration is implemented, a provision to call the loan should the façade fall into disrepair, should be included in the program.

5.2 Outdoor Café Seating

Outdoor Café or sidewalk seating is a good option for Downtown restaurant and business patrons and can contribute to the atmosphere of a street. Outdoor seating in the rear of a building is addressed on page 23, but the City of Boonville can encourage sidewalk cafés with proper monitoring and guidelines. Suggestions for proper arrangement include:

- Seating areas should be located in an area fronting the restaurant or along a side street if the restaurant is located in a corner building. The seating areas should be clearly defined and connected to the restaurant and must not block the restaurant access.
- Allow a clear and unencumbered path along the sidewalk for pedestrian traffic or be located close enough to the building. In either case the sidewalk must maintain compliance with the Americans with Disabilities Act Accessibility Guidelines (ADAAG). The restaurant owner is responsible for ensuring this compliance.
- The restaurant should be encouraged to use umbrellas or other patron covering in a uniform color, complementary with the building colors, and with only the restaurant name. Any other wording or message should not be allowed to avoid a cluttering effect.
- Temporary outdoor seating must be kept in top condition to provide an attractive image for the restaurant and Downtown Boonville. Such furnishings should be durable, weatherproof, and sturdy enough to prevent movement by wind. Plastic furnishings should be avoided. Furnishings should be stored inside or off-site during the winter months.



Proper location of cafés is important for safety, access, and service.



An example of outdoor café seating in St. Louis, Missouri.



An example of outdoor café seating in University City, Missouri.

5.3 Franchise Architecture

To maintain the unique atmosphere in Downtown Boonville, branding buildings in the style of a company should not be allowed. Large franchises and national chains typically have a “downtown-style” in addition to their trademarked brand. These styles are more fitting to Downtown, as opposed to a highway corridor.

The company’s “downtown-style” is particularly important if a franchise store is to locate in an attached Downtown building of historical nature. Downtown Boonville does not have many vacant parcels for stand alone locations, but such a franchise store can still be complementary to the historical fabric of Downtown. Design guidelines for new construction should apply, and other aspects such as parking requirements, pedestrian oriented signage, building setbacks, and building lighting may require adjustments. Store owners should be able to adapt their brand to create a complementary Downtown building.



An existing franchise in Downtown Boonville.



Good example of stand alone franchise architecture in Maryville, Missouri.

This page intentionally left blank

6.0 SUSTAINABLE DESIGN

6.1 Introduction

The construction of sites and buildings have a significant impact on the natural environment. The operations of a site and a building, can also affect the air, land and soil of the downtown. Sustainable Design measures seek to lessen the impact on the natural and built environment. Such design efforts also aim to increase the efficiency at which buildings operate, in regard to energy use and operating costs. The design process is comprehensive, beginning with site selection and orientation; through specification of sustainable materials to energy efficient operating systems.

Downtown Boonville is a built environment of many historic buildings, modern buildings, public streets, parking lots, a few vacant lots and open space. Sustainable Design measures can be applied to both existing buildings and new buildings. The U. S. Green Building Council (USGBC) has become the leading organization in developing standards for sustainable design and operations of buildings. The U. S. Green Building Council's certification system is known as Leadership in Energy and Environmental Design (LEED). The majority of LEED designated buildings are new construction projects; however the USGBC has also developed standards for the upgrade of existing buildings.

Sustainable design is a broad and encompassing initiative which strives to create a built environment which is good for both man and nature. The following recommendations only introduce the basic fundamentals of sustainable design regarding downtown buildings and environments. For additional information beyond these guidelines, numerous resources exists, such as the following:

- U. S. Green Building Council (USGBC) www.usgbc.org
- Whole Building Design Guide www.wbdg.org
- American Society for Testing and Materials International (ASTM)
ASTM E2432— Standard Guide for General Principles of Sustainability
Relative to Buildings www.astm.Standards.e2432.htm



Permeable pavers for parking area allow stormwater to percolate back into the soil and groundwater.



Interior flooring fabricated from bamboo, a rapidly renewable resource.

6.2 Fundamentals

Sustainable design measures are constantly changing, however there are six fundamental principles which constitute sustainability:

- 1) **Optimal Site Potential:** Consider site selection, building orientation and existing natural features of a site, including topography, drainage, landscape and natural habitats. The rehabilitation and reuse of existing buildings should always be evaluated as an alternative to new building construction.
- 2) **Efficient Use of Water:** The design and use of water systems in a building maximize efficiency and recycle water for on-site use when feasible. Site design should seek to reduce stormwater run-off from the site. Use best management practices (BMP) to limit stormwater run-off, clean stormwater, and trap pollutants in the water before discharging into the sewer system.
- 3) **Environmental Materials and Resources:** Utilize building materials with a high percentage of recycled content or contain rapidly renewable materials such as cork flooring, bamboo cabinetry, wool carpeting, etc. Specify or use materials or items which are manufactured within proximity to the project site. Ideally, this proximity is no more than 500 miles.
- 4) **Optimal Energy Use:** The operation of a site and building identify methods for increased energy efficiency or use renewable resources such as solar or geothermal energy.
- 5) **Interior Environmental Quality:** Identify methods for creating a healthy environment, and increasing the comfort of building users. Proper ventilation, use of natural light, and moisture control are a few methods to ensure a quality interior space.
- 6) **Optimal Operations and Maintenance Methods:** Utilize building systems, furnishings and finishes which will have minimal operations and maintenance needs. Such systems will require less energy, less water, and can be maintained with natural cleaners which are non-toxic to the environment or occupants.



"Green Roofs" reduce stormwater run-off, reduce heat gain and provide aesthetics for building users.



Solar panels provide an additional energy source for building power needs.

6.3 Elements

Sustainable design elements are extensive. The following list seeks to introduce only a few recommendations which are applicable to Downtown Boonville:

- **Parking and Service Areas:** Minimize stormwater run-off by using pervious pavement materials such as pervious paver systems or pervious concrete. Such systems will allow stormwater to percolate into the soil and not into the public stormwater sewer system.
- **Building Materials:** Utilize materials which are composed of recycled materials or manufactured from rapidly renewable materials, which are made from plants that are typically harvested within a 10 year cycle. Examples include: bamboo flooring, linoleum flooring (made of wheat flour and linseed oil), cotton batt insulation, and wheatboard cabinetry. Recycled bricks from demolished buildings should also be used for new building construction or restoration projects.
- **Alternative Transportation:** Promote by providing secure bicycle storage and changing/shower facilities for employees.
- **Solar Energy Alternatives:** Install solar panels to supplement the power system for commercial and residential buildings. Utilize prefabricated solar water heaters to provide the majority of the hot water needs for buildings.
- **Stewardship:** New wood products, including construction lumber, should be certified by the Forest Stewardship Council, which promotes responsible forest management.
- **Lighting:** Develop a lighting plan for public spaces which minimizes excessive lighting, which affects night sky viewing and the migratory patterns of birds. Flags which require lighting should be lit from the top shining down on the flags instead of being lit from the ground, projecting light into the sky.
- **Operations:** Use timers on public fountains and lights in non-essential areas to shut off lights after 1:00 a.m., in order to reduce energy consumption.
- **Landscaping:** Plant native landscape materials which can survive on natural rainfall once established.
- **Street Furnishings:** Specify site furnishings such as benches, waste receptacles, bollards, and planters which are made from recycled plastic materials.
- **Water Conservation:** Capture rain water runoff from roofs in rain barrels for irrigation use or direct to rain gardens on site. Inside buildings, consider waterless urinals or low flow water closets to limit potable water use.



Permeable pavement system installation.



Rain garden with native landscape plants.



Solar water heater.

This page intentionally left blank

7.0 BUILDING DESIGN EXAMPLES

The subject buildings chosen by the community for design examples are located on the east side of Main Street in the 200 block and on the west side of Main Street in the 400 block. These buildings enjoy good occupancy, but are mostly service businesses and suffer from deferred maintenance. Many of the rear elevations also suffer from lack of maintenance, and some have structural issues. More retail shops and façade improvements are needed for these buildings. The structures are in the heart of Downtown and have obvious historic character that should be preserved before it is lost.

Concept elevations for these structures are depicted below. The buildings are grouped into the 200 block, the south 400 block, and the north 400 block. The 400 block of buildings is divided by an alleyway. The following pages show existing conditions and more detailed illustrations, as well as recommendations for each building.

200 Block of Main Street (East Elevation)



South 400 Block of Main Street (West Elevation)



North 400 Block of Main Street (West Elevation)



7.1 200 Block of Main Street (East Elevation)

Existing Façade



Proposed Façade



- Remove metal awning.
- Remove paint from masonry façade using appropriate methods.
- Remove covering on transom and windows.
- Restore original transom.
- Restore original windows.
- Restore original rear storefront entrance and windows that will break up the long expanse of brick wall and encourage more pedestrian activity.
- Restore masonry veneer.
- Consider using building lighting to enhance the block rhythm and add interest to the expanses of brick wall.
- Highlight building details with painted accent colors complementary to the building materials.
- Install flush-mounted business signage of appropriate scale, design, and lighting.
- The front garage door on the middle building could be used for a restaurant to quickly convert outdoor seating. The building was originally built as a barn and garage and the maintenance and use of this door can build upon its historic character.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- The Streetscape along this block can be enhanced by adding landscaping, street trees, and benches.

7.2 South 400 Block of Main Street (West Elevation)

Existing Façade



- Remove window air-conditioning units.
- Remove inappropriate signage.
- Consider restoring original storefront materials.
- Restore original transom where visible.
- Use canvas awnings of a complementary building color over, disguising a transom that has not been restored.
- Restore original windows in all front façade doors.
- Restore masonry veneer.
- Use flower boxes and interior window treatments for upper windows.
- Highlight building details with painted accent colors complementary to the building materials.

Proposed Façade



- Consider using building lighting to enhance the block rhythm and add interest to upper floor building details such as the columns on the Senior Center.
- Install flush-mounted business signage of appropriate scale, design, and lighting.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- Business signage can be allowed on canvas awnings.
- The Streetscape along this block can be enhanced by adding landscaping, street trees, and benches.
- Benches are particularly important in front of the Senior Center.
- A dedicated pick-up lane replacing 2 or 3 parking spots should be considered for the Senior Center.

7.3 North 400 Block of Main Street (West Elevation)

Existing Façade



Proposed Façade



- Remove inappropriate storefront materials and siding.
- Remove inappropriate business signage.
- Restore transom.
- Install canvas awnings if the transom is damaged and cannot be restored.
- Restore original storefront entrance and windows.
- Restore masonry veneer and repair where damaged.
- Restore upper floor windows along with exterior treatments such as shutters.
- Use flower boxes and interior window treatments for upper windows.
- Highlight building details with painted accent colors complementary to the building materials.
- Install flush-mounted business signage of appropriate scale, design, and lighting. Product brand signage should be limited.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- The corner clock on the old UMB Bank Building should be replaced with a more complementary vintage design.
- Consider building lighting, street trees, and benches to break-up the long expanse of wall along the old UMB Bank Building to make it more interesting and pedestrian-friendly.

8.0 IMPLEMENTATION

The existing architectural character of Downtown must be preserved and enhanced for the future stability of the City of Boonville. The Downtown core of the City provides Boonville's identity and reflects this identity through its historic buildings, streetscape, gathering places, businesses, open spaces, and people. City leaders have taken important steps toward enhancing these elements. The DREAM Building Design Guidelines are intended as a resource for property owners to utilize in the rehabilitation of existing structures and the development of new buildings. The guidelines should also encourage Boonville officials and staff to work toward the long term goal of developing higher standards of quality for rehabilitation and new construction in the City. By extension, these guidelines also encourage the City and property owners to place a higher priority on the maintenance of rehabilitated Downtown buildings and public places to ensure the sustainability of Downtown revitalization efforts.

The City has two important tools in place to implement design guidelines in Downtown Boonville; a locally designated historic district, and a corridor zoning overlay classification. Both of these instruments have the ability to advance design guidelines; but both will also require the full support and desire of the City Council, staff, and other Downtown leaders. The following sections discuss specific recommendations for these tools.

8.1 Downtown Boonville Main Street Historic District

The National Main Street Historic District includes several structures listed on the National Register of Historic Places and several more structures listed as contributing to the historic district. The Boonville Historic Preservation Advisory Commission reviews residential construction in the nearby High Street District for adherence to design guidelines that are supportive of the Secretary of the Interior's Standard for Rehabilitation, as found in Appendix A on page 47. Recommendations regarding the National Main Street District include:

- The City should seek to locally designate the district and have the Historic Preservation Advisory Commission apply design standards to commercial property.
- The City should also review procedures for the Historic Preservation Advisory Commission and Building Department. These agencies must be empowered to work together toward common goals and objectives, not placed on opposing sides.
- The City Council must demand accountability from these departments and commissions. Control of the construction and maintenance of the built environment of Downtown is critical. If the City's leaders will not ensure quality construction through its procedures, no one will.

8.2 Corridor Zoning District

The City has a zoning classification for corridors. Property within 300 feet of the Missouri Highway 5 right-of-way falls into this classification. Missouri Highway 5 runs along Main Street, and therefore this zoning applies to Main Street commercial property. The classification is intended to *“protect property values, enhance community appearance, and to preserve neighborhood character.”*

The zoning ordinance regulates building construction, but excludes single-family, duplex, or agricultural uses. Aspects regulated include building material standards, exterior wall coverage and projection, roof equipment screening, ground level equipment screening, mirrored glass, loading area buffering, and maintenance. The ordinance gives the Building Inspector the ability to waive compliance for additions, renovations, or remodeling to existing buildings.

Suggestions regarding this zoning district include:

- The ability to waive compliance to the ordinance should not be in the hands of the Building Inspector. The City should include this zoning into the standard procedure whereby the City Council can hear variance requests for construction to existing buildings and determine any actions. Appeals to this decision should be heard by the Zoning Board of Appeals. The decision should not rest solely with the Building Inspector.
- The existing regulatory elements are very basic and could be expanded. For example, the screening requirements do not specify permitted or prohibited materials. Additionally, the ratios of permitted materials used for storefronts could be specified for example purposes.
- Additional regulatory elements should be included in the ordinance. After careful review, the City should consider requirements addressing building components such as signage, off-street parking, trash enclosures, building illumination, sidewalk café seating, and landscaping.

8.3 Example of Typical Design Standards

As the City reviews its existing design guidelines and building codes, more specific details regarding building elements should be developed in the form of supplemental design standards. The design standards are the next step, after design guidelines, to elevate the level of design and rehabilitation in Downtown Boonville. Design standards should only be developed after design guidelines have been adopted by the City. The existing building and zoning codes should be supplemented with design standards to provide clear and concise direction for Downtown property owners. Design standards should be specific enough to describe what is acceptable, or not acceptable, regarding design, materials, means and methods of the construction of exterior architectural features. Design standards should not be interpreted as superseding, nor an abandonment of, the existing building code.

The following text and graphics are an example of a set of design standards for windows which supplement existing building codes.

V. Windows

V.I Windows at Public Façades.

- A. Windows in Public Façades shall be one of the following (Refer to Figure A):
1. The existing window repaired and retained.
 2. A replacement window which duplicates the original and meets the following requirements;
 - A. Replacement windows or sashes shall be made of wood or finished aluminum.
 - B. The profiles of muntins, sashes, frames and moldings shall match the original elements in dimension and configuration.
 - C. The number of window lites, their arrangement and proportion shall match the original or be based on a Model Example.
 - D. The method of opening shall be the same as the original with the following exception; double-hung windows may be changed to single-hung.
- B. Reconstructed windows and sashes in a Public Façade shall be based on the following;
1. An adjacent existing window in the same façade which is original; or
 2. If all windows on a façade are being replaced, then they shall be based on a Model Example or the window detailed in Figure B.
- C. Glass Types at a Public Façade
1. Glass in historic windows on a Public Façade shall be one of the following:
 - A. Clear glass or other original glazing;
 - B. Glass based on a Model Example; or
 - C. Insulated glass with its exterior face set 3/8" back from the exterior face of the sash.
 2. The following glass types are prohibited in Public Façades:
 - A. Tinted glass;
 - B. Reflective glass;
 - C. Glass block; and
 - D. Plastic (plexiglass) except Lexan or an equivalent.

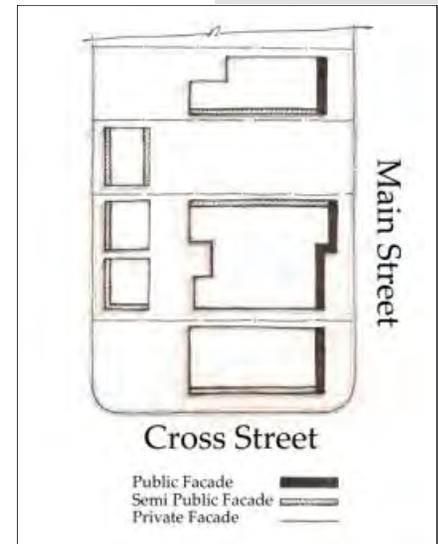


Figure A

Masonry Arch

Wood Lintel

Meeting Rail

Side Rail

Bottom Rail

Sill

Lug Sill (Stone or Wood)

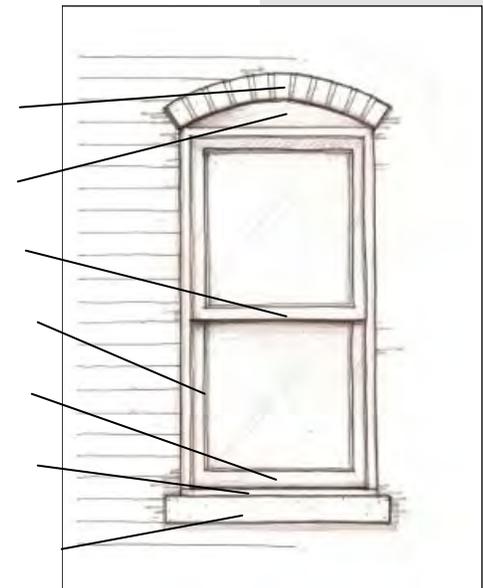


Figure B

- D. Abandoned Windows in a Public Façade shall be infilled by closing them with wooden shutters set ½" back from the face of the wall with the window opening left intact including the frame, sash, sub-sill and lintel.
- E. Storm Windows and Screens at a Public Façade *Comment: Storm windows and screens may be installed at the interior or at the exterior. Interior installation is preferred because of the increased visibility of the exterior of the window and its details.*
 1. Materials
 - A. Exterior storm windows and screens shall be made of wood, aluminum or plastic. Wood shall be painted; aluminum shall be factory or field painted. Clear anodized aluminum is prohibited.
 - B. Interior storm windows and screens are not regulated by these Standards.
 2. Storm windows and screens shall also meet the following requirements:
 - A. The dimensions of the area of glass or screen shall be the same as the area of glass in the window being protected.
 - B. The meeting rail of the storm or screen window shall be in line with the meeting rail of the window being protected. Additional meeting rails are prohibited.
- F. New Window Openings Are Prohibited in a Public Façade, except as required by City Health and Safety Codes,
 1. No new window openings shall be created in a Public Façade.
 2. No existing window opening in a Public Façade shall be altered in length or width.

8.4 Next Steps

Implementing building design guidelines requires public support and buy-in. The Boonville DREAM Committee has taken important first steps by opening a dialogue about building issues. Suggestions for next steps include:

- The DREAM Committee should work with local contractors to develop a program to address common issues, such as the removal of the unused gas line utility hook-ups in the front of many Main Street buildings.
- Other activities, such as rehabilitation training, recognition, and a streamlined permitting process, will be well-received by Downtown property owners. The DREAM Committee should continue work with City departments to address building maintenance issues by educating property owners.
- Continue to enhance Downtown's public spaces and streetscape. Ideas such as the Katy Bridge project, Kemper Military School adaptive reuse, Missouri River access, and Tourism Hub all reflect the City's investment in Downtown. However, this investment must continually be demonstrated by proper maintenance of improvements.
- The City and DREAM Committee should also work to implement sustainable design solutions. Identification of an innovative signature program that addresses a local conservation need, such as energy efficiency implemented in Downtown building, can provide a compelling benefit to incoming businesses.

APPENDICES

This page intentionally left blank

APPENDIX A:

**THE SECRETARY OF THE INTERIOR'S
STANDARDS FOR REHABILITATION
(36 CFR Part 67)**

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

This page intentionally left blank

APPENDIX B: GLOSSARY

WEATHERBOARDS: Long, thin horizontal boards with a square cross section that are overlapped and applied as the exterior surfacing material on homes and buildings.

BASE: The lowest part of a column, below the shaft; the supporting, or lowest, part of a building.

BALUSTRADE: A railing or low wall consisting of a handrail on balusters (vertical posts) and a base rail.

CAP: The top member of a column or pilaster.

CLAPBOARDS: Long, thin horizontal boards with a triangular cross section that are overlapped and applied as the exterior surfacing material on homes and buildings.

CLERESTORY: An upper portion of a wall which has windows for the purpose of admitting light into a large room.

CONTEXT: The surrounding environment (streets, buildings, landscape, etc.) in which a building or site exists.

COPING: A covering (or capping) course on the top of a wall or parapet.

CORBEL: An architectural member (of stone, wood or metal) which projects from the side of a wall to serve as a support for another element, such as: a cornice, the spring of an arch, a balustrade.

CORNICE: A projecting ornamental molding which caps the top of a building.

DORMER: A window set vertically in a small gable projecting from a sloping roof; the roofed projection in which this window is set.

ELEVATION: A scaled, non-perspective drawing of a building façade.

FAÇADE: An exterior face of a building, usually the front.

FASCIA: A horizontal band of vertical face trim.

FREESTANDING SIGN: A sign which is detached from the building, and is mounted to columns, posts, or any upright member that is supported from the ground or other object; or a detached sign which is erected on the ground.

GABLE: The triangular wall section, formed by ends of a sloping roof.

HOOD MOLDING: A projecting molding on the face of a wall, over an opening (doorway or window), to deflect the rain.

INDIRECT LIGHTING: Light from a concealed source, which reflects onto the sign face.

INTERNAL ILLUMINATION: The means of lighting from a concealed or contained source within the sign, which becomes visible through a translucent surface.

KICK PLATE: A solid panel beneath a storefront display window.

LANDMARK: A prominent building or feature officially designated as having special status and protection.

LATTICE: An openwork screen or grill made of interlocking or overlapping strips.

LINTEL: A horizontal structural member (such as a stone or beam) which spans an opening.

LUMINAIRE: A complete lighting unit or the housing for a light bulb or lamp.

MOLDING: A decorative, or shaped strip of wood, metal, brick, etc., usually mounted horizontally, and used to ornament or finish the surface of a structure.

MOTIF: A significant, repeated element of design in a composition.

MONUMENT SIGN: A free-standing sign, generally low to the ground with a continuous connection to the ground (as opposed to being supported on a pole).

PARAPET: The top section of a wall which projects above the roof line.

PRESERVE: To protect and keep in an unaltered condition. Preservation usually includes the overall form of the building, its structural system and finishes, decorative details, and even landscaping. Preservation may also include keeping alterations and additions that have become important.

RECONSTRUCT: To reproduce, in detail, a structure as it existed at some time in the past, either through the original construction methods, or other methods which produce the same visual result. Accurate reconstruction requires knowledge and evidence of the original design.

REHABILITATION: The act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural and cultural values.

REMODEL: To remake; to make over. In remodeling, the appearance is changed by removing original detail and altering spaces. New materials and forms are installed. Applying a

modern front to an older building is an example of remodeling. Often, these changes are not reversible.

RENOVATION: The act or process of modernizing a building without making an effort to retain historically significant architectural features. Renovation permanently destroys the historic integrity of a building.

RESTORATION: The act or process of accurately recovering the forms and details of a property and its setting as it appeared at a particular period of time by means of removal of later work and/or by the replacement of missing earlier work.

SHAFT: The main portion of a column, between the base and capital.

SILL: The bottom horizontal member of a window or door frame.

STABILIZE: To make resistant to change in condition. A building is usually stabilized to retard deterioration until it can be repaired. A weather-resistant closure and a safe structural system are minimum stabilization efforts.

STRING COURSE: A thin projecting horizontal strip of masonry on the façade of a building.

TERRA COTTA: A decoratively molded ceramic material, often glazed, used for architectural motifs or ornamentation on a building.

TRANSOM: A horizontal cross bar in a window, over a door or between a door and the window above it. This also refers to the window (often hinged) above a door.

VOUSOIR: One of the wedge like stones of which an arch is composed.